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9

REMARKS

Applicants have carefully reviewed the Office Action dated June 22, 2004. Claims 1-49 are pending in the application. Applicants have amended Claims 1, 10, 16, 17, 26, 32 and 41 and canceled Claims 47-49 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claim 17 stands objected to because of some informalities within the claims as pointed out by the Examiner. These have been corrected.

Claims 10, 26, and 41 stand rejected under 35 U.S.C. § 112, second paragraph, as being indefinite. Applicants have amended these claims to clear up any inconsistencies that the Examiner noted. Therefore, the remaining of the Claims 10, 26 and 41 are now believed to overcome the rejection under 35 U.S.C. § 112, the withdrawal of which is respectfully requested.

Claims 1-49 stand rejected under 35 U.S.C. § 102 as being anticipated by *Jackson et al.* (*Strategic Database Marketing*). This rejection is respectfully traversed with respect to the amended claims.

With respect to the amended claims, Applicants' system is directed toward the collection of data from a vendor transaction database and from an enhancing database and making a combined intermediate database of that information. This combined information is then subjected to an operation wherein the data is aggregated to provide aggregated data and this aggregated data stored in an aggregated database. It is then possible, after aggregation, to query these results such that very fast access to the statistical results is facilitated. This data is not set forth in a relational database, since there is an operation performed thereon. In the specification, this is a statistical analysis that provides aggregated statistics of the combined data. For example, if one wanted to know how many males making less than a given salary level live in Las Vegas, Nevada, the operation would determine that information and provide it as an available result. These items, such as city, gender and salary level, are

AMENDMENT AND RESPONSE  
S/N 09/748,074  
Atty. Dkt. No. EXEM-25,499

variables. There may be five or ten variables in a given analysis, this being the predetermined algorithm which is utilized in the operation of operating on the data in that intermediate database. By doing such, a query of such aggregate results can facilitate access to the aggregate results, as opposed to being a query on the original raw data in the intermediate database.

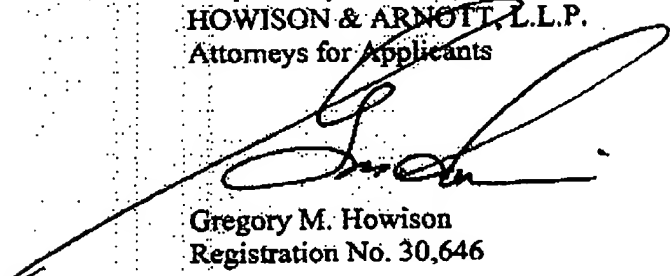
The *Jackson et al.* reference is a relational database. *Jackson et al.* merely collects data and places it in a format for analysis purposes. Whenever information is required from the database in *Jackson et al.*, then a query is generated and the result determined, this being "an aggregate" result. However, any statistical analysis is performed only when requested or "as needed." As such, there is no disclosure in *Jackson et al.* that sets forth the concept of extracting data from a vendor transaction data base and an enhancing data base to provide an intermediate data base of the combined information, and then creating an aggregate data base which is basically a pre-calculation or pre-summarization of that data in accordance with a predetermined aggregate algorithm that provides aggregate statistics of the information. It is the existence of this aggregate data base that allows fast access to the aggregate results, as opposed to performing the query of the combined data base as set forth in *Jackson et al.* Therefore, Applicants believe that *Jackson et al.* does not anticipate or obviate the claims as set forth by the amended claims and, therefore, respectfully requests the withdrawal under 35 U.S.C. § 102 rejection with respect to Claims 1-49.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/EXEM-25,499 of HOWISON & ARNOTT, L.L.P.

AMENDMENT AND RESPONSE  
S/N 09/748,074  
Atty. Dkt. No. EXEM-25,499

11

Respectfully submitted,  
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AMENDMENT AND RESPONSE  
S/N 09/748,074  
Atty. Dkt. No. EXEM-25,499

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